

## ABSTRACT

The present invention provides a map providing apparatus (10) that receives, from a portable terminal (30) including at least a display unit (32), a piece of position information that indicates a location point of the portable terminal (30) and transmits, to the portable terminal (30), a map image that corresponds to the received piece of position information. The map providing apparatus (10) includes: a reference direction specifying unit (104) that specifies a reference direction that is required when a user of the portable terminal (30) brings the map image displayed on the display unit (32) of the portable terminal (30) into correspondence with actual directions, based on the piece of position information received from the portable terminal (30); a reference direction information generating unit (100) that generates a piece of reference direction information for having the user of the portable terminal (30) understand the reference direction specified by the reference direction specifying unit (104); and a transmitting unit (100) that transmits, to the portable terminal, the piece of reference direction information generated by the reference direction information generating unit (100), together with the map image.